

**L'immagine di prodotto: segni, codici, strategie.
Per una sociosemiotica del Marketing mix comunicativo integrato.
Il caso alimentare.**

**Tesi di laurea in Semiologia di Marco Trevisan relatore Prof. G.P. Caprettini
Università di Torino.
17/02/1992**

La tesi prende in esame in maniera preliminare il rapporto tra marketing e comunicazione integrato ed il contratto comunicativo che si instaura tra impresa ed ambiente circostante.

Si prende poi in esame il Marketing mix comunicativo nei suoi strumenti principali di mix: la pubblicità, le promozioni, le sponsorizzazioni, il direct mail e le pubbliche relazioni.

Inoltre si analizza il marchio, il lettering e naming ed il packaging.

Segue una analisi del sistema di consumo e di produzione con riferimento specifico alla struttura semio narrativa della merce ed a come non sono più le immagini a stare per le cose ma le cose a stare per le immagini.

In seguito si propone un modello per la formazione e la comunicazione di un immagine tratto da Dario Romano(1988) in cui l'immagine attesa e riscontrata, è attribuita ad uno o più portatori, interpretata da un campo semantico, divisa per livelli ed articolata in referenti.

Infine secondo le indicazioni del Prof.Caprettini si analizza l'universo semantico del Cibo ed il suo sistema di comunicazione.

La tesi si conclude con la presentazione di due case histories tratti dal mercato del dolce offerti in parte dall'agenzia pubblicitaria Armando Testa di Torino, il tubo Perugina ed il Babbo Natale Bistefani.

Il lavoro appare datato in quanto manca ogni riferimento al web non ancora esistente in maniera pervasiva al momento della redazione tesi nel febbraio 1992, ma l'autore è presente come ricercatore indipendente nel mondo di internet sin dalla sua nascita commerciale ed in particolare dall'ideazione e produzione del suo sito internet su (Geocities un free web hosting americano)sin dal 1996.

Il suo sito sperimentale e no profit appare oggi salvato negli archivi di Archive.org una associazione no profit per la salvaguardia del patrimonio digitale su internet con sede a S.Francisco negli Usa, come esempio delle prime manifestazioni della cultura digitali pubblicate nel World wide web.

<http://www.oocities.org/matrevis/Cv.html>)

Thesis Abstract

Product image: signes, codes, strategies. A socio semiotic perspective of marketing communications.

Summary:

1.Introduction

2.Marketing and communication theory.

3.The integrated marketing communication mix.

4.Consuption: a communicative system itself.

5.Creation and communication of images: a model.

6.Food: culture and communication.

7.Case histories: analysis of the Bistefani and Perugina marketing communications.

1.Introduction

Social changes have proposed a model of society where objects are important not only for their use but for their meaning and their communication potential which itself inform the society of consumption, that is, a communicative system which is mainly shaped by marketing and communication tools. I have used marketing, semiotic, linguistic and psychologic theory to analyse and propose a model of how images are created and work. I then focus the analysis upon a particular product which is food, the objective is to show its communicative value and its role within the wider consuption realm before illustrated. Complete the work two national italian case histories coming from the sweet food industry: Perugina sweets and Bistefani biscuits.

2.Marketing and communication theory.

I began with a solid background underpinning marketing and communication theory: we are dealing here with “the management of meaning”, that is communicating values, knowledge and beliefs to create images by means of marketing communication tools: the integrated marketing communication mix. I begin with the well known Jakobson model of communication to develop a model applied to the actors of communication in the market place.

The communicative path starts from a:

- 1.personality, the characteristic of an organisation or a product;
- 2.identity, all the signs use by a personality to project themself out;
- 3.image the belief that a personality X conveys.

The communicative context in which an organization communicates is formed by 4 different levels:

- 1.Supplier-Organization-Intermediaries-Customer.
- 2.Competitors.
- 3.Public.
- 4.External trends.

This context implies an integrated communicative model where the organization is the hub of an hectic web of interrelations always and actively negotiating with its publics using marketing communication tools. Effective communication then imply that all the actors of the context internal and external communicate and interact effectively.

3.The integrated marketing communication mix.

I have here treated the tools of the communication mix, A first discrimination is internal and external communication. The first is called to create the corporate identity, whereas the second deals with the creation of the corporate image.

After having analyzed the peculiarities of each tool, I have analyzed the mix: Advertising, Public relation, Sponsoring, Promotion, Direct marketing, Below the line communication, brand, naming and lettering, Packaging.

4.Consuption: a communicative system itself.

Goods differ not only for their use, technology etc. but especially in the same segment for their inner meaning, messages, values, life styles which they convey and propose. We are dealing then with goods that are signes, that stands for something else: images. Semiotic analysis applied to marketing helps to understand and create images of goods and advertising that sells.

5.Creation and communication of images: a model.

After focusing upon marketing communication theory and consuption as a communicative system we now focus on the creation of images using the marketing communication mix, positioning and socio semiotic theory.

The model in brief, provides a first distinction among:

- 1.expected images, how the good want to be perceived by the consumer;
- 2.perceived image, the effective and actual representation of images by consumers.

Images are then articulated through:

- 1.levels of representation which the public has of each product/service.
- 2.Semantic field to interpret the element of images (predicates and attributes) express by the public and who conveys the image.
- 3.Referens can be phisical, functional, behavior of the Offer and what is expected by the consumer(style, prestige etc.).

This characteristics are elaborated through conventions and stereotypes that are attached to goods by the consumer, images though conceived as “mental events” have a double role: cultural and normative. (of behaviour)

At the core of each strategy to build an image lies the creation of a semantic field where all the predcats and attributes would then be placed.To sum things up this result in an opinion study to acknowledge notoriety grade and reputation. The next step consist in directing the consumer’ behaviour in the act of purchase: that is how from the semantic field are generated the choice criteria and how product, brand and company images respond to expecations.

We must define then 4 area of intervention when operate to build an image that have an impact on the act of purchase:

- 1.Defining choice criteria: creating the appeal of good attribuite;
- 2.Corporate, brand, product notoriety and identification;
- 3.Brand connotation: this is the role of communication marketign mix;
- 4.Evaluation and fidelity of product;

To conclude managing images means:

1. Define communication objectives and positioning consumer characteristics and expectations.
2. Follow up in time according to product life cycle.
3. Articulate image in its levels of corporate, brand, and product.

Images so understood can also contribute to regulate social conduct focusing and redirecting communications not only to sell but also to enhance life quality.

6. Food: culture and communication.

Long forgotten famine and starvation at least in the so called industrial world food became also sign itself, symbol, communicative system. We trace the evolution of such a system from the anthropological contraposition of Nature vs. Culture and their oppositions giving us a precious insight for instance of how social structure is built and society is divided in classes. We then identify 4 different models of food consumption corresponding to different lifestyle: natural, medical, relational, playing.

7. Case histories: analysis of the Bistefani and Perugina marketing communications.

I have been assigned the sweet segment of the food industry. The Analysis has been conducted according to two directions:

1. how the product is born, analysis of the firm, context and positioning;
2. how the market has been created and developed, role of the marketing communication mix and its evolution in the course of time.

The two directions represent respectively the Demand's trends which combined with the Offer's trends meet in the act of purchase and give us the X-rays of a market success.



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